

**Marina del Rey Farmers' Market & 50<sup>th</sup> Birthday Banners**  
**Design Control Board Submission Letter**  
**September 17, 2014**

**BACKGROUND**

On June 18, 2014, the Department of Beaches and Harbors' (Department) Community and Marketing Services Division's (CMSD) request for the expansion and extension of the light pole banner program was approved by your Board. The Beach Eats! light pole banner design was approved in two color options (green PMS 375 and blue PMS 2935). The extension of light pole banner locations, beyond previously approved poles on Admiralty Way (13 poles) and in parking lot #10 (8 poles), included additional light poles along Fiji Way (4 poles) and Via Marina (6 poles). CMSD received approval to display both the Farmers' Market and BeachEats! banners on a total of 31 light poles until the extended date of September 30, 2014.

**EXTENSION OF EVENT BANNER PROGRAM**

In an effort to continue promoting community-based programming in Marina del Rey, CMSD respectfully requests the following:

1. The continued display of the Marina del Rey Farmers' Market light pole banners on Admiralty Way, Fiji Way and Via Marina until January 31, 2015;
2. The continued display of the Marina del Rey Farmers' Market light pole banners in Lot #10 and wind banners, displayed on Thursdays only, until March 31, 2015;
3. Approval of the Marina del Rey 50<sup>th</sup> Birthday light pole banner design; and
4. The display of the Marina del Rey 50<sup>th</sup> Birthday banners (6' H x 3' W) on approved light poles until December 31, 2015.

**Marina del Rey Farmers' Market:**

CMSD is requesting that the Marina del Rey Farmers' Market banners remain on the 23 center median light poles along Admiralty Way, Fiji Way and Via Marina until January 31, 2015. After this date, the poles will be available for the promotion of other community-based programming occurring in Marina del Rey in 2015. CMSD would also like to request that the Farmers' Market light pole banners in public parking Lot #10, which is the actual location of the market, continue to be displayed until March 31, 2015. In addition to the light pole banners, we would like to request that the informational and directional wind banners, displayed every Thursday from 8 a.m. to 3 p.m., continue to be displayed until March 31, 2015 at the 13 previously approved locations as listed below.

### **Wind Banner Locations:**

- Site #1: Parcel 49S (Admiralty Way at 13477 Fiji Way) in planter area near corner of Fiji Way/Admiralty Way; banner will be parallel to Fiji Way ("TODAY" banner)
- Site #2: Parcel 49M (4701 Admiralty Way) in front of the Visitors Center on grass right before driveway; banner will be parallel to Mindanao Way ("TODAY" banner)
- Site #3: Parcel UR (4545 Admiralty Way) at Lot #5 near tree trunk just before Bali Way; banner will be parallel to Bali Way ("TODAY" banner)
- Site #4: Parcel UR (4545 Admiralty Way) at Lot #5 just before cordoned off lot entrance, near Lloyd Taber – Marina del Rey Library; banner will be parallel to Bali Way ("TODAY" banner)
- Site #5: Parcel SS (4500 Admiralty Way) at Burke Park across from Lloyd Taber - Marina del Rey Library; banner will be perpendicular to Admiralty Way (directional banner)
- Site #6: Parcel SS (4500 Admiralty Way) at Burke Park across from California Yacht Club; banner will be perpendicular to Admiralty Way ("TODAY" banner)
- Site #7: Parcel RR (4500 Admiralty Way) at Burke Park across from Tony P's; banner will be perpendicular to Admiralty Way ("TODAY" banner)
- Site #8: Parcel RR (4500 Admiralty Way) at Burke Park across from Tony P's; banner will be perpendicular to Admiralty Way ("TODAY" banner)
- Site #9: Parcel Q (4350 Admiralty Way) across from the Ritz-Carlton Hotel near Lot #7; banner will be perpendicular to Admiralty Way (directional banner)
- Site #10: Parcel Q (4350 Admiralty Way) across from the Ritz Hotel/Marina City Club near Lot #7; banner will be perpendicular to Admiralty Way (directional banner)
- Site #11: IR (4101 Admiralty Way) at the entrance of Lot #10 (parking entrance banner)
- Site #12: Parcel GR (14101 Panay Way) at Lot#11; banner will be parallel to Panay Way ("TODAY" banner)
- Site #13: Parcel 14 (14151 Via Marina) at Lot #12; banner will be parallel to Marquesas Way ("TODAY" banner)

The banners will continue to assist in the ongoing promotion of the Farmers' Market, which is still in its critical 18-month start-up period, through the fall and winter seasons. Data received from the July 2014 Marina del Rey Farmers' Market Survey, conducted by CMSD in an effort to assess current patrons of the market, revealed that respondents within a 22 percentile heard about the market from displayed light pole banners and signs. This information leads us to believe that the outdoor signage campaign has been successful in promoting the market within the Marina del Rey community.

### **Marina del Rey 50<sup>th</sup> Birthday Light Pole Banners:**

The Marina del Rey 50<sup>th</sup> Birthday light pole banner design comps are consistent with the official logo that will be used in the promotion of all 2015 events that celebrate the semi-

century of the largest man-made small craft harbor in the United States. Details for both design options are attached.

With the last Beach Eats! date concluding on Thursday, September 25, 2014, the seasonal event will go on hiatus until May 2015. The Beach Eats! banners will be removed from the 23 center median light poles on Admiralty Way, Fiji Way and Via Marina and eight light poles in Lot #10 by September 30, 2014, and contingent upon the approval of one of the design comps, the celebratory banners for the Marina's 50<sup>th</sup> Birthday will be produced and installed on the same 23 center median roadway poles within eight to ten weeks from approval. The banners will be displayed alongside the Farmers' Market banners in a tiered layout.

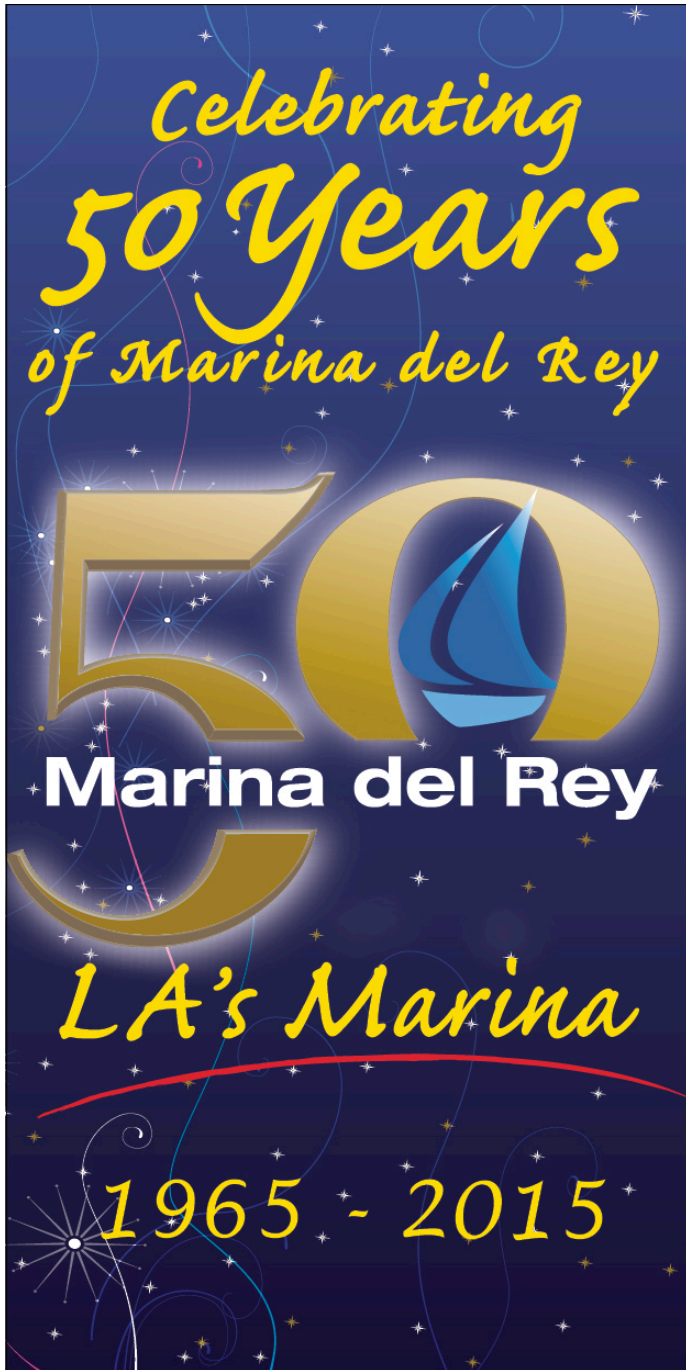
The banners will serve as the premiere outdoor advertising source in announcing the Marina's 50<sup>th</sup> to residents, visitors and passersby. CMSD hopes the banners will create a sense of excitement for the community's milestone birthday and anticipation for the celebratory programming that will take place in the Marina throughout 2015.

## **SUMMARY**

The Department appreciates the continued support from your Board for the Marina del Rey event banner program, which will intermittently and temporarily promote special events in the area. Not only do the banners promote community-based programming that helps to bring residents and the general public together, they also help to add a sense of vibrancy and color to the community's landscape, which together benefits Marina del Rey.

## Marina del Rey 50<sup>th</sup> Birthday Light Pole Banner Design Option Details

### Banner Version 1:



#### **Background Color Gradation**

Dark: C100, M94, Y35, K50

Light: C85, M66, Y0, K0

#### **Text**

Headline: Caflisch Script MM in PMS Medium Yellow

Span of Years: Lucida handwriting Italic in PMS Med Yellow

Marina del Rey type: Helvetica Neue Bold in White

LA's Marina type: Caflisch Script MM in PMS Med Yellow

#### **Logo**

50 Art - Gradient gold fill, Dark: PMS 111; Light: White 50

Glow fill, White: Edge fill color; Dark: C43, M45, Y62, K14; Light: C19, Y48, M27, K26

#### **Graphics**

Brush Stroke: Red PMS 185

50 type Glow – Dark: C43, M45, Y62, K26; Light: C19, M27, Y48, K26

#### **Sail Boat**

Sails gradation – Dark: C85, M50, Y0, K0; Medium: C70, M15, Y0, K0; and Light: White

Boat: PMS 299

#### **Stars**

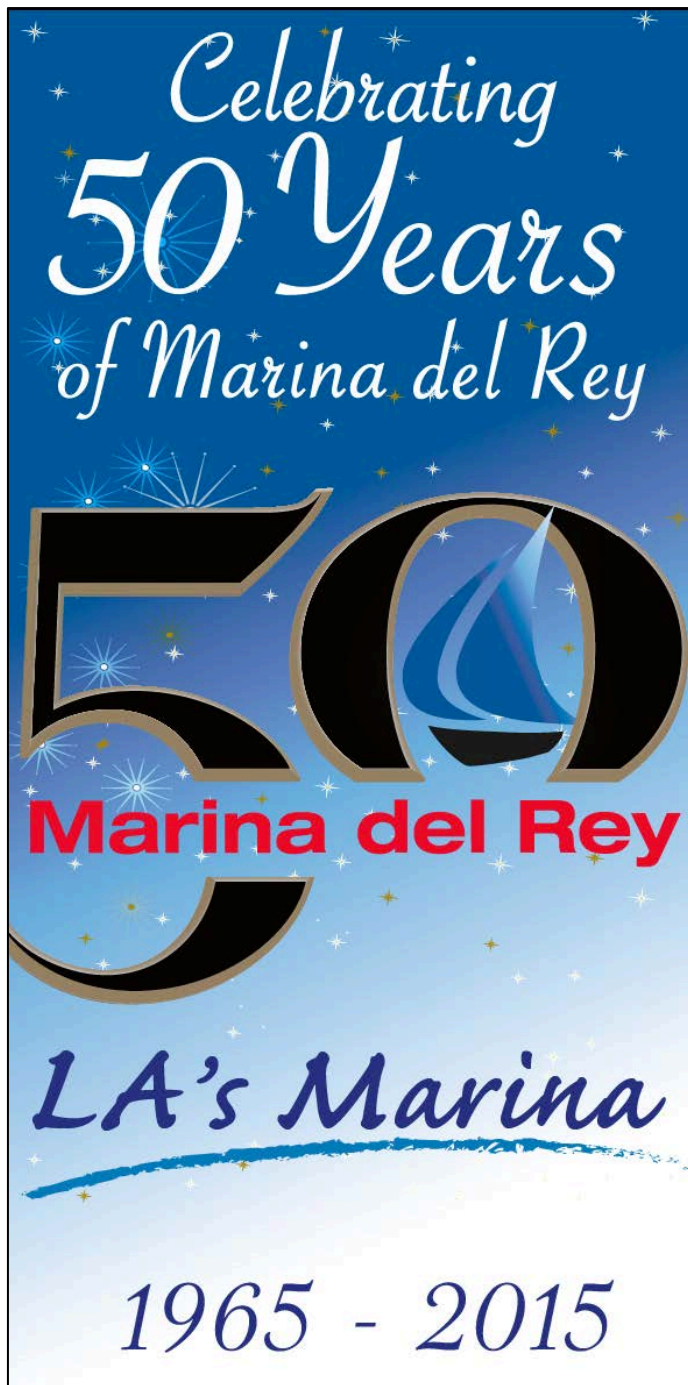
Star 1: Gold, C26, M34, Y100, K5; Star 2: White Main fill, Yellow center PMS Medium Yellow; Large star burst: White

#### **Streamers**

Streamer 1: White; Streamer 2: Pink PMS 219;

Streamer 3: Faded Yellow C4, M0, Y70, K0

**Banner Version 2:**



**Background Color Gradation**

Dark: PMS Process Blue

Light: White

**Text**

Headline: Savoy LET Plain 1.0 in White fill

Span of Years: Savoy LET Plain 1.0 in PMS 2738

Marina del Rey type: Helvetica Neue Bold in PMS 185

LA's Marina type: Cafilisch Script MM in Dark Blue

PMS 2738

**Logo**

50 Art - Gradient Black fill: Dark: C91, M82, Y 83, K81

Edge fill color: Dark: C43, M45, Y 62, K14; Light: C19, Y48, M27, K26

**Graphics**

Brush Stroke: Med Blue PMS 3005

**Sail Boat**

Sails gradation – Dark: PMS 293; Mid: PMS 3005; 2nd Mid: PMS 299; Light: White

Boat: PMS Black 84C, 72M, 75Y, 65K

**Stars**

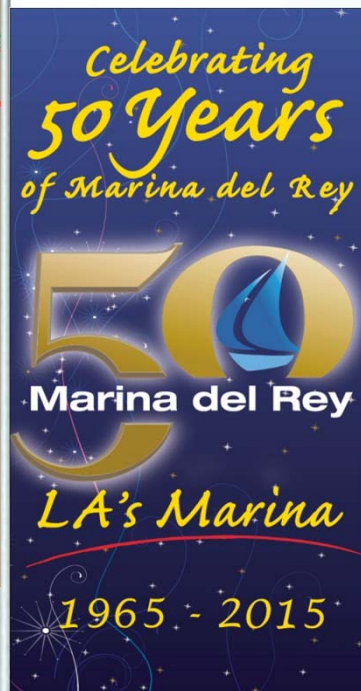
Star 1: Gold: C26, M34, Y100, K5; Star 2: White fill main; Yellow center: PMS Medium Yellow

6' X 3' Banner



Marina del Rey  
**Farmers' Market**  
Thursdays  
9a.m. - 2p.m.  
Marina "Mothers" Beach  
Parking Lot #10

The banner features an orange background with illustrations of various fruits including a banana, a strawberry, and a pepper. The text is in white and green, with the word 'Thursdays' in a large, bold, green font.



*Celebrating*  
**50 Years**  
*of Marina del Rey*  
**50**  
Marina del Rey  
*LA's Marina*  
1965 - 2015

The banner has a dark blue background with a starry pattern. It features a large '50' with a sailboat inside the zero. The text is in yellow and white, with '50 Years' in a large, stylized yellow font.

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6' X 3' Banner

Marina del Rey  
**Farmers'  
Market**

**Thursdays**

9a.m. - 2p.m.

Marina "Mothers" Beach  
Parking Lot #10



*Celebrating*  
**50 Years**  
*of Marina del Rey*

**50**  
**Marina del Rey**

*LA's Marina*

1965 - 2015

130002

Official Marina del Rey 50<sup>th</sup> Birthday Logo

